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Market Served: Green Bay/Appleton

Call Letters: WTAQ, WNFL, WIXX,
WNCY, WLYD, WROE, WOZZ

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Comments regarding MB Docket No. 04-233

Local News

- *Provide details on your stations investment in local news.* All stations are served by a news department with 5 full-time employees. These employees have a combined news experience of more than 75 years. This staff provides live, on-scene coverage of breaking news, coverage of governmental meetings important to our listeners, cover key court cases, and localize dozens of regional/state and national stories each week, by conducting phone interviews with local sources, to provide a "local angle" to these stories to our listeners. Additionally, we have invested in station vehicles and remote broadcast equipment to provide listeners with live coverage from braking local news events. We also

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subscribe to AP News wire service and actively trade with Midwest Communications stations in other Wisconsin markets to provide our listeners with extensive regional news beyond the coverage AP provides. We also make available to our news staff training materials and seminar opportunities to allow their skills as broadcast journalists to continue to grow. National news coverage is provided by CBS Radio News.

- *How many local newscasts are aired per week?* 400 local newscasts are aired each week.
- *Do you allow on-air time for breaking news and local emergency information?* Extensive time is allowed for breaking news and local emergency information. *Give examples.* During Tornado warnings, all stations provide continuous "wall to wall" coverage for as long as conditions warrant. WTAQ and WNFL often provide continuous coverage during other severe weather, such as Thunderstorms. An example would be this past summer when a number of tornadoes struck Green Bay and the Fox Valley area in one evening. We delivered exact locations of the tornadoes on the ground, gave emergency instructions on taking shelter and gave warnings to counties that might have been affected in the following minutes. All stations provided several hours of wall to wall coverage. This was also the case when severe storms struck the Appleton area three summers ago. Live updates were given and listeners described on-air the damage caused by the storm. All stations also provide extended coverage during severe winter weather, including extended forecasts, road conditions and providing weather related announcements. All stations also provide information on severe traffic congestion. Also, stations provided ongoing coverage of national and international breaking stories, including the disputed presidential election of 2000, 9/11, the 2003 war with Iraq and the capture of Saddam. Obviously, Amber alerts, hazardous materials spills and alerts from area police departments are always aired.
- *Give examples of how your website is used to enhance local news coverage.* This is done in several ways: We provide longer-form versions of stories on websites, we link audio from news stories on the website and provide "raw audio" not available on the air. We also post documents used as sources for news stories, such as criminal complaints from high profile court cases. We also provide forums on websites to allow listeners to weigh-in on issues of the day and provide website polls concerning local news stories. State news is also provided on the websites and Business, Health and Science and Technology news that may have a bearing on local news is covered.

Local Public Affairs

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* All stations air the 30 minute "NEW Weekend" public affairs program, providing an in-depth local each week at issues facing residents in Northeast Wisconsin, such as local education, economic and environmental issues. Additionally WTAQ airs a ninety minute local talk show covering issues of local concern and conducts numerous on-air interviews during its morning show concerning local issues. Examples of these include recent interviews with Transportation officials concerning local bridge reconstruction and how it will impact travelers. Here is our listing of issues covered in this program for the third quarter of 2004:

- | DATE | DAYTIME | NAME OF SHOW | DESCRIPTION |
|------|---------|--------------|--|
| | | | ISSUES DISCUSSED |
| 7/4 | | New Weekend | June 23rd Tornado update (Bruce Sim, Alex Lamers), Audrey Seiler apologizes for fake disappearance (Audrey Seiler), Week in Agriculture (Mike Austin), New American Citizens (William Griesbach), Shopko Fireworks preview (Patrick Spielbauer) |
| | | | Natural Disaster, Crime, Agribusiness, Diversity, Family |
| 7/11 | | New Weekend | Omro flooding (Steve Volker, Sam Ventura), 432nd Welcome Home preview (Kathy Ammerman, Jeff Ponkratz), Veterans History project (Mark Green), The first of the Hmong refugees arrive (Sarah Vang, Barbara Biebel), Week in Agriculture (Mike Austin), Groups criticize DNR management of rivers (Denny Caneff) |
| | | | Natural Disaster, Iraq war, Veterans History, Agribusiness, Environment |
| 7/18 | | New Weekend | President Bush rally in Ashwaubenon (George W. Bush), Clarks Mills tornado (Gary Austin), Extra patrols on I-43 (Dave Pichette), Week in Agriculture (Mike Austin), Humane Society to start charging for surrendered animals (Connie Greenawald), Skydiving for charity (Matt McClone) |
| | | | Politics, Natural Disaster, Police, Agribusiness, Animals, Fund raising |
| 7/25 | | New Weekend | Water Authority signs Manitowoc deal (Nilosh Kotari, Roy Simonson), Trooper Les Boldt saves suicidal woman (Les Boldt), Week in Agriculture (Mike Austin), Tall Ships arrive in Green Bay (Margaret Ramsey), |
| | | | Water Supply, Law Enforcement, Agribusiness, Tourism |
| 8/01 | | New Weekend | Taxpayers Bill of Rights dies (Mary Panzer, Mike Ellis, Frank LaSee), Packers hold annual shareholder's meeting (Mark Daniels), Control Tower busy during EAA (Wanda Adelman), Harrison Ford named EAA Young Eagles Chair (Harrison Ford), |
| | | | Politics, Agribusiness, Sports, Aviation |
| 8/08 | | New Weekend | Joe Paulus sentenced (Ann Golner, Bill Lennon), Alta Resources expands in Neenah (Dave Quandt), How do |

you know if an ad is real or fake (Christie McKittrick), Controlling Purple Loosestrife (Paul Hartman), Week in Agriculture (Mike Austin), PGA Championship preview (Mike Kinzel) Crime, Economy, Consumer Protection, Horticulture, Agribusiness, Tourism

- 8/15 New Weekend PGA Championship pageantry (Mark Daniels), Reminder to re-up on Do Not Call List (Bob Zaspell), More assistance to tornado and flooding victims (Lori Getter), Woman honored for drawstring ban in Wisconsin (Patti Baird), Week in Agriculture (Mike Austin) Sports/Tourism, Consumer Information, Natural Disaster, Consumer Information, Agribusiness
- 8/22 New Weekend Gambling hotline busy (Rose Gruber), Back to School store (Beth Ryder), St. Norbert ranks well in US News and World Report (William Hynes), Week in Agriculture (Mike Austin) Consumer Information, Education, Agribusiness
- 8/29 New Weekend Issues surrounding Presidential election (Susan Laabs, Robert Reich, Butch Vorhal, Gail Chiminti), Diocese looking to improve (Mark Mogilka), Scam Artists working on seniors (Christie McKittrick), Week in Agriculture (Mike Austin), Animal ID hearing preview (Christie McKittrick), Trees turning colors from dry weather (Paul Hartman) Politics, Religion, Consumer Information, Agribusiness, Horticulture
- 9/5 New Weekend Miscarriages (Scott Patrick, Theresa Shuck), Milton Shierland sentenced for bribing Joe Paulus (Scott Patrick), Week in Agriculture (Mike Austin), New on-line book club (Jessica Doyle), New Brown County Library Director Medical, Crime, Agribusiness, Education
- 9/12 New Weekend Brown County preparedness improved (Cullin Peltier), Woman's Canadian prescription drugs held up (Ruth Ronk), Little Lake Butte des Morts PCB dredging starts (Greg Swanson), Company violates No Call Law (Peg Lautenschlager), Week in Agriculture (Mike Austin), Students building custom motorcycles (Jon Stenerson), New Chihuly chandler at Weidner Center (David Flemming) Terrorism Readiness, Consumer Information, Agribusiness, Education, Tourism
- 9/19 New Weekend Fox Locks transferred to the state (Ron Van de Hey), 911 memorial coming to Green Bay (Barb Jack), Benefit for rape/burn victim (Shelly Conard), Week in Agriculture (Mike Austin), Renovating Curly Lambeau's birth home (Rudy Hanamann), Things to do with Cranberries (Christie McKittrick) Tourism, Terrorism Remembrance, Benefit, Agribusiness
- 9/26 New Weekend Vitriification for PCBs urged (Jane Van de Hey, Bob Paulson), 1931 Green Bay Bank Robbery solved in upcoming book (Mike Knetzger), Week in Agriculture (Mike Austin), Ring found in Thunder Lake (Linda Engels), Green Bay Preble High School 50th

birthday (Chris Wagner) Environment, History, Agribusiness,
Public interest, Education

- .
- *Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes Give examples.* We routinely inform listeners of upcoming public forums and meetings, and report on meetings and forums that have happened. Most recently, the DePere and Appleton bridge proposals, DNR meetings on land management and trail development and Veterans informational meetings in the area. Any public meeting we deem of interest to our audience is passed along.

Creating or Selecting Programming

- *Describe your stations efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* All stations pride themselves on communicating with listeners. Currently, stations are conducting on-line music testing where they air spots inviting listeners to participate. In addition to music questions, we ask how we can be a better radio station and what could make the website better. Listeners are also encouraged to email the stations with suggestions. E-mails, calls and letters are always repounded to.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* WTAQ preempted the Rush Limbaugh show this summer to air live a John Kerry campaign rally in Green Bay. WTAQ and WNFL often preempt network programming to provide coverage of local high school and college play by play. WTAQ also preempted the Rush Limbaugh show to provide live coverage of a Lt. Governor's debate the station sponsored at a venue in Green Bay.

Emergency Programming

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* Severe weather: As a matter of routine, stations provide live coverage during Severe Thunderstorms and Tornado warnings. This includes most recently, October 23rd, 2004,

when ongoing coverage was provided for Severe Thunderstorms in Green Bay and a Tornado Warning in Appleton. Also, a family in New London was safer due to weather coverage. They were convinced a "warning" did not have to exist for them to seek shelter. Their home received extensive damage. Also in the past sixty days, WTAQ provide live, on-scene coverage of a traffic backup on Highway 41 caused by a man throwing an infant from a moving vehicle. Both the story of the baby (which survived) and the backup, were carried live during the Rush Limbaugh show. WTAQ in the past month broke in live with the story of a developing murder story in a Green Bay neighborhood. Stations also provided traffic information and road closures created by visits from presidential candidates during the recent election cycle. On numerous occasions in the summer of 2004, WTAQ provided live coverage of serious accidents that causes severe traffic backups on Interstate 43 and Highway 41. Other stations provided periodic reports on these traffic situations.

- *Describe your stations weather forecasting service.* Stations are affiliated with The Weather Command center at NBC 26 with direct access to the on-air meteorologists in times of severe weather, via direct MARTI link. All studios have access to NOAA weather emergency radio and the Weather channel is monitored 24/7.
- *Do your stations participate in AMBER or EAS? yes*

Political Programming

- *Describe all candidate debates sponsored or aired.* An on-air debate was held with the four candidates for the Republican nominate for U.S. Senate. An on-air debate was offered to Senate candidates Russ Feingold and Tim Michels, but was ultimately denied. WTAQ aired a statewide broadcast debate between Feingold and Michels. A debate was offered to candidates for the 30th State Senate District. One candidate accepted, one declined.
- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.* Candidates for U.S. Senate and State Senate were offered time. Both democratic candidates declined, both Republican candidates accepted. Time was made available to congressional candidates..
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?* The Fall 2004 campaign season saw intense coverage of contested races; state assembly, state senate, U.S. Senate and Presidential race. Daily Newscasts included coverage of all these races, including local angles on the presidential contest. An example of this would be getting local

reaction from "debate-watching parties" held in Green Bay. These races were also covered on all stations in the NEW Weekend Public affairs program aired on weekends, and covered virtually every day on a local talk show. WTAQ also ran a special news series called "Battleground Wisconsin" the week before the election, examining why Wisconsin is such a hotly contested race.

- *Do your stations cover local campaign and /or convention events?* Stations covered local visit by U.S. Senate candidates, presidential candidates and their surrogates. Stations covered candidate forums sponsored by other groups and news conferences by candidates for local offices. We also conducted live, on-air interviews with Green Bay area delegates to the Republican and Democratic National Conventions. We also covered local "debate watching parties" held by the local Democratic and Republican parties.
- *Describe your stations participation in promoting voter registration drives.* WOZZ's recent campaign tied in with "Rock the Vote" with live liners from the airstaff. WLYD is currently airing PSA's for the Rock the Vote campaign. WLYD also is currently airing PSA's for the Rock the Vote campaign. WTAQ discussed voter registration numerous times on a daily talk show and linked registration information to its website.
- *Give examples of how your websites are used to enhance political coverage.* WOZZ.com covers where and when candidate's rallies are held and how to get tickets. WLYD keeps all political updates/announcements covered in our local news section. The political coverage in regard to local appearances are all covered in our local news section of our website. WTAQ links audio from candidate interviews to its website and posts news stories related to political races.

Civic, Cultural and Other Community-Responsive Programming

- *Please list examples of programming targeted to raise funds for local charity organizations.* WNCY and Wozz are co-sponsors for this Friday's Bay Area Humane Society Fundraiser in Green Bay. Next month WOZZ will launch a fundraiser for the Fox Cities Boys and Girls Clubs with a Luncheon at Outback Steakhouse. We donate airtime and autographed merchandise for a silent auction. In the summer we hold a golf tournament for cancer research (MACC Fund). We also donate airtime and special programming for the Neenah-Menasha Professional Firefighters annual fundraising concert. Wozz was one of the sponsor stations for Appleton's October fest, which is the biggest moneymaker for several local charities. ---- WLYD, starting Thanksgiving weekend, has a marathon in which we camp out in the parking lot of Wal-Mart until we fill a bus with toys for The Children's Hospital of Wisconsin.

It's an effort of our entire staff, and we are planning on spending several days camping outside until our goals are met. We are currently airing public service announcements for a local High School (Notre Dame) to promote the upcoming school festival and to help them raise funds for the school. On WNCY, we did a 72 hour marathon broadcast in several cities in our listening area to raise "Pennies from Heaven" funds used to replace stolen computers from the Special Olympics NEW branch. We also do a 24-hour radio-a-thon to raise funds for the St. Jude Children's Research Hospital. WNCY also does numerous mini fundraisers for local charities. Everything from on-air auctions for the local Heart Walk to donations to send supplies of good cheer to our men and women serving the United States in Iraq. WIXX SPONSORS WALK AMERICA FOR THE MARCH OF DIMES \$250,000 RAISED YEARLY. - MURPHY IN THE MORNING GOLF OUTING TO BENEFIT MAKE A WISH-LIVE BROADCASTS FOR THE SUMMER HARVEST FOOD DRIVE TO BENEFIT FOOD PANTRIES IN APPLETON & GREEN BAY. - TOYS FOR TOTS WITH US MARINES TO BENEFIT KIDS IN NEED- WIXX CHRISTMAS CONCERT TO BENEFIT OUR CHRISTMAS WISH PROGRAM BENEFITS NEEDY IN THE COMMUNITY FOR OVER 12 YEARS. - PROMOTED EVENTS FOR FAMILY VIOLENCE CENTER, ALZHIEMERS ASSOCIATION, DIABETES FOUNDATION. CO SPONSOR PACKER WOMENS ASSOCIATION EVENTS INCLUDING FOOD DRIVE AND FASHION SHOW. PROMOTING A HOUSE RAFFLE TO BENEFIT

- MARCH OF DIMES. - WROE AND WIXX PROMOTE AND APPEAR AT NUMEROUS FUNDRAISERS AND EVENTS.
- WTAQ sponsored the recent Walk for Diabetes, and makes numerous announcements for non-profit organizations each day, announcing their upcoming meetings and fundraisers. WTAQ also sponsored a massive effort the 432nd while the group was in Iraq in December 2003.
- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.* WIXX LIVE AT EVENTS SUCH AS BAYFEST. 4TH OF JULY CELEBRATIONS WROE BROADCASTS FROM KIDFEST IN NEENAH.- quarry QUEST FOR KIDS AND HOSTS ON AIR FUNDRAISER FOR FOX VALLEY HUMANE SOCIETY. WNCY and WOZZ promote and cover open houses for all area police and fire departments. We provide information for all area county fairs and Holiday parades. WLYD promoted the local softball game between the Fire Dept. and the Police Dept. They were raising funds, and we gave them PSA's and invited them into do a live segment on our morning show. WNCY talks about key match ups in local sports each week, and often broadcasts live from the key cities on Game Day. We also broadcast live from every County Fair in our Metro coverage area and

quite a few in the surrounding area. We give away tickets to local theatre productions, and WNCY does Operation Teddy Bear every October where we collect teddy bears that are distributed to all the local police, fire, and ambulatory services. These bears are given out when children are involved in emergencies these departments are called to. WTAQ/WNFL gives out tickets to local theatre productions, we air numerous local high school and college football and basketball games and announce times/places for other games. We promote local fairs and festivals with on-air announcements and broadcast from them, including the Brown County Fair and Bayfest.. We promoted the local softball game between the Fire and Police Depts. We also provide information on Holiday parades.

- *Please list the number of Public Service Announcements aired per week.*
300 on Midwest Communications stations in the market.
- *Please list examples of your Public Service outreach in the community.*
WIXX CONDUCTS REGULAR SCHOOL VISITS. WROE PERSONALITIES READ TO KIDS DURING SUMMER LIBRARY PROGRAMS. Wozz is the only Appleton area station involved in the communication portion of scouting, offering presentations and tours. We work with Big Brothers/Big Sisters, Harbor House Domestic Abuse Services, Best Friends of Neenah-Menasha and The Boys and Girls Clubs. This Summer we teamed up with area bikers for a "Ride For The Cure" for Cancer Research. Wozz works closely with The March Of Dimes as the radio sponsor for the Fox Cities WalkAmerica. We also offer in-school visits and appearances whenever possible. ---- WLYD teamed up with MDA this year for their Jail & Bail campaign in which our disc jockeys were jailed and had to raise money to be bailed out. WLYD also participated in the the first annual Bed Races at the Green Bay Sesquicentennial for the Wisconsin Dept. of Health and Family Services. WNCY hosts the MDA Chef's Auction, the Light the Night Walk to promote Awareness for Domestic Violence, Humvee Halloween where we patrol the streets with the National Guard, Brewfest for the Humane Society. WNCY also promotes creative writing in the grade schools with our Scary Stories contest. The air personalities spend time reading in schools, speaking to marketing classes and womens groups, and has an internship program in place. We have also hosted the Explorer program in Green Bay mentoring young people who have an interest in broadcast. A WTAQ news staffer is active in the area Boy Scouts organization, staff take part in various walk and run Fundraisers.
- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.*
WROE AIRS LOCALLY PRODUCED PROGRAM COVERING MANY OF THESE ISSUES 2 MIN MONDAY-FRIDAY (FOOD FOR

THOUGHT) Most pressing right now is our efforts to let listeners know when and where to get flu shots and who should get them. WYLD, WNCY and WOZZ air "Don't Drink and Drive" Campaigns during major Holidays. We've recently aired news stories of several phone scams involving thieves trying to get credit card information. We've aired stories this week involving phone scams where people claim to represent a certain political party. WNCY also ran an awareness campaign about suicide after a popular country singer's wife committed suicide. We gave out counseling information and hotline as well as providing signs to look for in troubled people. WTAQ and WNFL gave extensive coverage to Packer Ticket rip-off scams and reports on any scams in the area as reported to us by police. During the election season, we ran extensive coverage on newscasts concerning people posing as members of a political party or campaign, calling homes seeking money. We also discussed this topic on talk shows.

Music

- *Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Yes Give examples.* WTAQ features local Polka artists on Sunday mornings. This summer we aired a weekend show featuring all local artists. Johnny Wad was featured two months ago as one of the performers on the Wozz stage at Octoberfest. WLYD holds an annual WiLD Idol competition which exclusively for local artists. During the process we play local artists on the radio to promote the event. We invite our listeners out our venue each week to vote on their favorite local artist. The winner receives airplay on WiLD 99-7. Right now we are playing 4 singles from local Green Bay artist Devante. He is unsigned, but very popular in the community and with our listeners. WLYD promotes local music events, and concerts from local artists. WNCY promotes live local music, but does not play any as part of its regular rotation. We have interviewed local artists in the past and directed people as to where to get their music.
- *What percentage of your music programming is generated locally?* 100%.
- *Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples.* On-line music test is in progress right now. We are putting together a listener panel to help us with researching what they would like (music and programming) from Wozz. WLYD solicits listeners to be apart of our decision making processes, which includes music, promotions, and contests. We have an on-line research panel consisting of many listeners from a wide range of demographics and cities in our TSA. WNCY does bi-weekly local music research online as well. Our playlist is 100% derived from the

information we get from this information. There are over 1700 people in our database

Station Participation in Community Activities

- *Give examples of your stations support and involvement with non-profit and charity initiatives.* Wozz donates airtime, talent and merchandise for The March of Dimes (WalkAmerica), We donated thousands of dollars of air time and programming features to aid the Professional Firefighters efforts with all proceeds benefitting local charities. We are working next month to raise funds for the Boys and Girls Clubs. We've established an annual Celebrity golf Tournament to raise funds for the MACC fund for cancer research. Wozz also helps with The American Cancer Society's Relay For Life. WNCY and WLYD give prizes to local church groups, schools, and festivals for raffles, door prizes, etc. This past Summer, we broadcasted live from Lifest, a faith-based festival in Oshkosh. The festival covered a few days and included music, games, and booths. We promoted the event heavily to help the organization raise funds. WLYD also helped raise funds for MDA, and collect supplies for students heading back to school in Operation Save Our Students. Aside from the events mentioned previously, WNCY also promotes the Optimist Club Buck Fever event, the Cerebral Palsy Silent Auction, a kids safety expo, Prevent Blindness Celebrity Luau, Big Brothers Big Sisters Bowl for Kids sake, Cystic Fibrosis Run/Walk, the Boys & Girls Club Summer Camp supply drive, American Cancer Society Relay for Life, Fireman's Picnic, and numerous more. WTAQ provides hundreds of announcements each week for various non-profit events and organizations. We also provide cash or items for prizes for non-profit fundraisers.
- *Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.* Wozz has held several blood drives with the Thompson Community center. We have a regular schedule on air to promote area blood drives. We've aired announcements most recently for disaster relief for Florida. Last summer we sent recorded messages to tou troops in Iraq. A great example of what local radio can do was after 9-11 when all of the Midwest Communications, Inc. stations teamed up and filled semi-trucks with clothing, water and materials bound for New York. We will always continue to promote vaccination schedules and free screenings. ---- WLYD airs live public service announcements to create awareness for blood drive through the local blood banks and the Red Cross. WNCY takes live calls from listeners doing a wide variety of fund drives from brat frys to bake sales to benefit dances. We also carry many health related news stories in our daily newscasts. WTAQ's daily

ask the expert program provides information on numerous health issues: vision, cardiac health, nutrition, weight loss. This show also provides information on financial issues: investment, insurance, etc. This show also provides information on home repair. WTAQ announces all community fundraisers, blood drives and has been active in disaster relief efforts following Florida Hurricanes. Besides announcements on blood drives and similar events, our morning personality often interviews these people in times of extreme need..